



2012 Cape May County Tourism Conference

Mentoring the Marketers

**Cape May County Department of Tourism
March 20, 2012**



2011 was a year to celebrate!

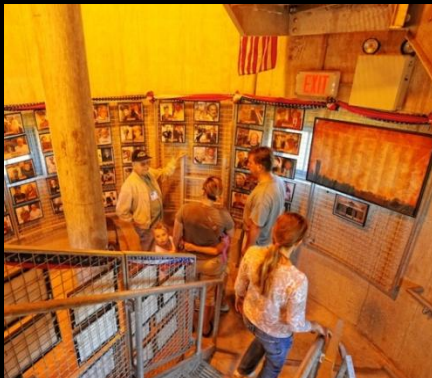


- **Tourism expenditures in New Jersey experienced 7% growth generating \$38 Billion in tourism revenue.**
- **Tourism expenditures in Cape May County increased by 4.5%.**
- **Visitation to NJ increased by 18% with 80 million visitors traveling to the state in 2011.**
- **80% of NJ visitors come from within NJ and the feeder markets of NY and Pa.**

Economic Impact of Tourism in Cape May County



Tourism Direct Sales	Billions of Dollars		
Cape May County	2010	2011	Percent Change
	\$ 4,881.400	\$5,103.300	4.5%
<i>Data provided by Adam Sacks, President Tourism Economics 3/19/2012</i>			



Cape May County - Direct Tourism Expenditures



Year	Lodging	Food	Retail	Entertain	Trans	Total
2011	\$2,184.4	\$1,095.3	\$861.6	\$573.9	\$388.1	\$5,103.3
2010	\$2,149.5	\$1,025.7	\$808.5	\$553.9	\$343.8	\$4,881.4
% Change	+1%	+6.8%	+6.6%	+3.6%	+12.9%	+4.5%
Data provided by Adam Sacks, President Tourism Economics						3/19/2012



Second Homeowners

- **50% of all second homes in NJ are located in Cape May County.**
- **47% of all dwellings in CMC are considered 2nd homes.**
- **54% of 2nd homeowners use their home as vacation homes only and do not rent.**
- **Rental income for 2011 was \$1.8 Billion; 80% of all lodging expenditures.**
- **CMC breakdown of 2nd homeowners**
 - **59% come from Pennsylvania**
 - **25% come from New Jersey**
 - **3% come from Md/Va**
 - **2% come from Delaware**
 - **2% come from New York**
 - **2% come from Florida**



Beach Bums vs. Cultural Vultures

Cape May County still comes out a winner.



Beach vacations continue to be the top destinations for travel planners but Cultural vacations are closing in...

According to the 2012 TripAdvisor Survey, the top vacation options include;

- **44% Beach trip**
- **42% Cultural trip (visiting museums/historic sites)**
- **40% Road trip**
- **36% City trip**
- **24% Guys or girlfriends getaway**
- **12% Amusement/theme Parks**



Cultural and Historic Tourism

– CMC fits the bill.



“After the beach and boardwalk, the rest is history...and culture”

- **Visitors want activities they can't get at home and want to be part of a region by experiencing the area's history and culture. (TripAdvisor)**
- **Visitors are active 12-14 hours a day and spend 4-6 hours in pursuit of the lure that brought them to a destination. Arts, Culture and History fit well.**
- **51% of CMC visitors participated in cultural and historic tours and attractions. (CMC 2012 Visitor Survey)**
- **Baby boomers account for 80% of leisure travel with cultural and historic tourism high on their bucket list. (Roger Brooks, DDI)**

Eco Tourism – it's not for the birds.



- **Visitors to the region want to feel good about the environment and will patronize those businesses that incorporate green practices and by being more socially responsible.**
- **Nature based tourism is a \$522 million industry in Cape May County, and growing. (ACCC CRBR 2006)**
- **Nature-based tourism generates \$2.3 million in sales taxes; \$1 million in occupancy taxes.**
- **47% of travelers will take eco-friendly factors into consideration, such as their carbon footprint or “green” hotel policies, when making travel plans.**

Baby Boomers are alive and well and have left their mark on everything.



- **Since 1996, approximately 10,000 baby boomers turned 50 every day – one every seven minutes.**
- **The ‘early’ boomers turned 65 on 1/1/2011**
- **7,000 will turn 65 everyday for the next 19 years.**
- **Boomers have redefined ‘old age’ in America.**
- **Marketing has been impacted the most.**
 - **Adult diapers give you more ‘vitality’ & improve your tennis game.**
 - **Adjustable beds are ‘fun’ and make you sleep better.**
 - **Jeans with a skosh more room make you more ‘active’.**
 - **Fiber and pro-biotic additives make you ‘youthful and happy’.**
 - **Medical alerts are a ‘new’ and a better way to reach out and touch someone.**
 - **Vehicles that self-park and have rear cameras are all about keeping up with new technology and that makes you younger.**

The competition is Global, it's all about the experience.

- **We can no longer think our competition is the neighboring town or state.**
- **No one thinks in terms of borders or city limits when they travel, nor do they care.**
- **Travelers are thinking about and googling the 'experience' rather than the location.**
- **The internet is bringing the world closer and expanding the options.**
- **1,500 cities across the country turned to tourism to supplement their core industry in the past year.**



2012 Cape May County Visitor Survey

6600 surveys were sent via internet with a response rate of 25% (1653). Metrics from 2011 summer/fall season.

- **68% of visitor spending comes from outside of NJ.**
- **77% are return visitors.**
- **34% stayed 7 days.**
- **12% stayed longer than 1 week.**
- **9% came from Canada (PQ).**
- **51% traveled with children.**



Visitor Spending

Expect that your customer is working with a smaller budget and looking for larger than life vacation experiences.” *Roger A. Brooks, CEO, DDI*

- **25% anticipate they will spend more on their vacation in 2012**
- **60% will spend about the same.**
- **15% will spend less.**
- **38% have an annual house hold income of between \$75k - \$125k.**
- **44% are 55 plus (Baby Boomers)**
- **23% were first time visitors**



Game Changers

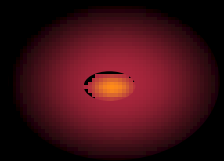
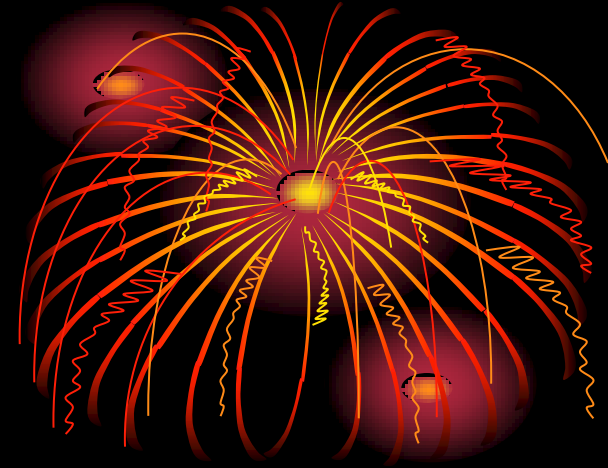
Again we are watching the prices at the pumps and anticipating how those costs will impact the discretionary income of potential visitors.

- **72% of respondents to CMC Visitor survey said increased vacation costs would influence their travel decisions.**
- **58% said increased fuel costs would be a factor in vacation planning.**
- **15% said they would go elsewhere if they found better value.**
- **14% said employment status will dictate their vacation options.**



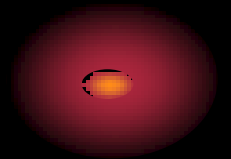
Why do they come?

- **85% come for the beach**
- **54% come for the boardwalk**
- **46% come for dining**
- **42% come for nature/outdoors**
- **36% come for shopping**
- **34% come for history/culture**



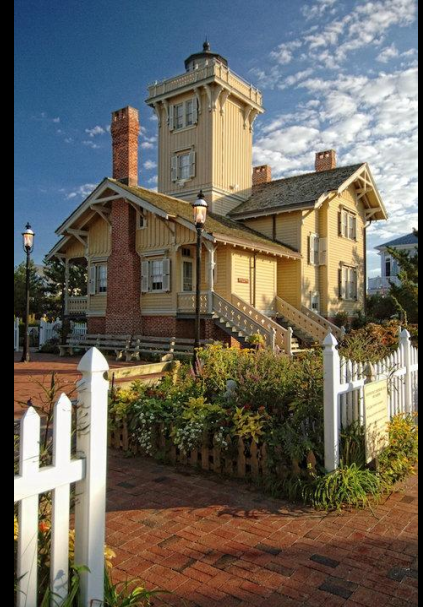
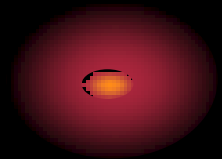
What do they do when they get here?

- **Dining** 93%
- **Beach** 91%
- **Shopping** 90%
- **Boardwalk** 84%
- **Historic/Cultural** 51%
- **Water Sports** 34%
- **Special Events** 26%
- **Fishing/boating** 26%
- **Birding** 11%



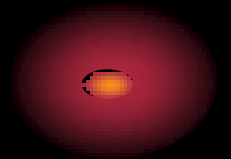
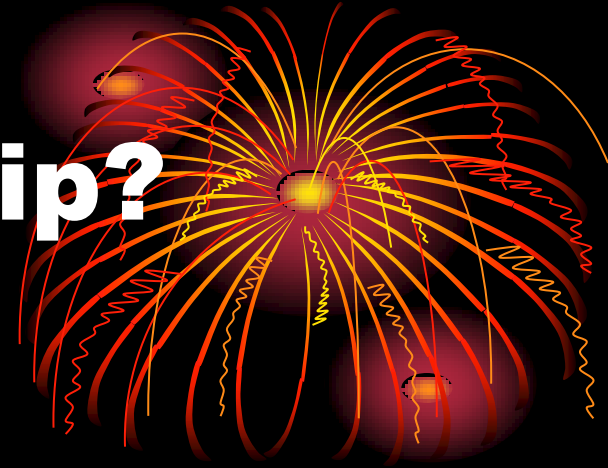
What brings them back?

- **58% say Friendly**
- **57% say Safe**
- **57% say Family Oriented**
- **42% say Family Tradition**
- **42% say Quiet**
- **41% say Close to Home**
- **40% say Quality of Life**
- **31% say Value**
- **20% say Romantic**



Who is taking the trip?

- **29%** **Spouse only**
- **47%** **Spouse & children**
- **4%** **Children only**
- **16%** **Friends**
- **28%** **Extended Family**



Promote the 'second act' – it's everyone's job to bring 'em back for more.

Nationally, tourism destinations are finding they can't survive on seasonal business and must expand and/or develop secondary lures to bring customers back after the season.

- **26% come for special events. Shoulder season special events bring back visitors and second homeowners.**
- **72% of CMC visitors take more than one vacation per year.**
- **79% of 2nd homeowners live within a 2 hour drive.**
- **Eco, Cultural and Historic tours, museums, and ethnic festivals attract visitors and impacts lodging, restaurants and retail year round.**



Destination Tourism

The destination marketing concept is the answer to the growing demands of the vacation planner. Visitors have little concept of city lines or borders.

- **Destination Marketing is "a proactive, strategic, visitor-centered approach to the economic and cultural development of a location, which balances and integrates the interests of visitors, service providers, and the community."**
- **Destination managers worldwide are continually working to reinvent themselves by offering new lures and repackaging core attractions in an attempt to stay ahead of the newest travel trends.**
- **The "been there – done that" attitude is deeply rooted in the minds of the traveler who is looking for the next new vacation experience.**



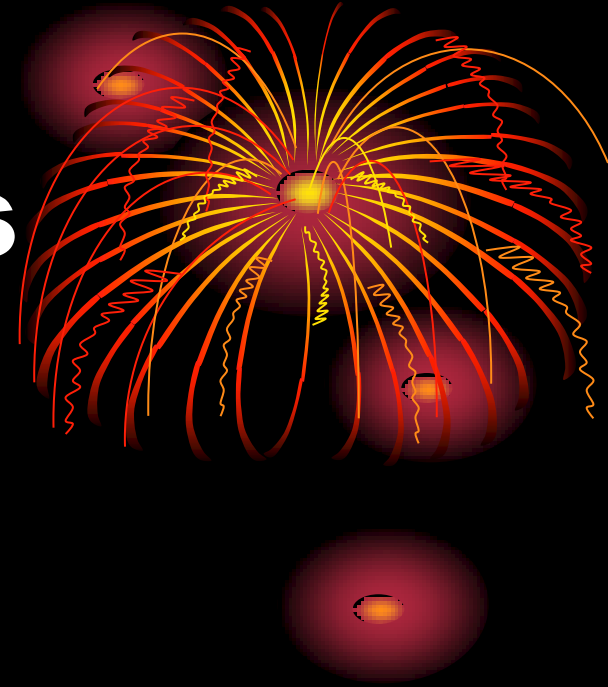
Southern Shore Region DMO



<http://www.njsouthernshore.com/pdfs/brooks/NJSouthernShoreTVSeries.wmv>

- **The Southern Shore Region DMO successfully applied and was awarded in FY2012 - \$141,000 and matched \$35,250 to bring an additional \$176,250 in marketing money to promote the region.**
- **DMO funding works with the Department of Tourism budget to expand the marketing message and the advertising reach.**
- **Cape May and Cumberland Counties partner to promote the region under the Southern Shore Region DMO. Since 2005, the SSRDMO had been awarded \$1.89 million in grant funding from the Department of State.**

Municipal Surveys



- **Small Sample**
- **Bench mark**
- **Visitor profile**

Thank You for coming!

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